



THREE RINGS

THE BALLANTINE NEWSPAPER



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P. BALLANTINE & SONS

October 1962

THREE-RING CHARITIES FUND DRIVE NOW UNDER WAY

Story on Page 3



Perfect Harmony. Mitch Miller, who knows good voices when he hears them, heard our Baltimore Branch men singing the praises of Ballantine Beer and Ale. The result was inevitable. Before you could say, "Sing Along With Mitch, Fridays 8:30 p.m. (EDT) NBC-TV", Mitch and the Baltimore "gang" were singing together loud enough to be heard all the way to Newark. Mitch was at the Baltimore Branch to attend a sales meeting.

PINPOINTED . . .

Up The Ladder

Promotions in the news: *John Coughlin* from clerk to sales analyst, Sales . . . *Glenn Burris, Jr.* from merchandising representative to district sales representative, Dixie Division . . . *George Kearney* from draught salesman to district manager, N.Y.C. Draught Sales . . . *Richard Monsees* from merchandising representative to salesman, New York City Bottle Sales . . . *Donald Norris* from relief salesman to salesman, Rhode Island Branch . . . *Randolph Zamzow* from bottle salesman, Baltimore Branch, to district sales representative, Tidewater Division and *Felix Kopycinski* from clerk, Production Planning and Control to statistical clerk, Warehousing.

* * *

Elite Group

Twenty-eight members will be officially welcomed into Ballantine's Newark Blood Bank Gallon Club in ceremonies next month on a still to be determined date . . . thirteen reached the gallon donation mark at the bank collection in March and the remainder gave their eighth pint at the collection in August . . . they are: *David Bradford, John Brandt, Edward Goracy, Edward Hensler, Francis Kelly, John Luby, Emil Posupack, Samuel Rizzolo, Donald Smith, John Sumner, John Tagliareni, John Tallman, John Wolchanski, Leonard DiAndriola, Joseph Dox, John Gall, Harry Goldberg, Garret Kole, Anthony Kret, Francis Manley, John Mochtak, Daniel Moore, Truman Plant, George Rankin, Herbert Schnering, Edward Smith, Donald Timpert* and *Leon Wlasiuk*.

* * *

Shoots Hole-In-One

Warehouse supervisor *Cornelius (Connie) Coll* recently experienced that moment most golfers only dream about . . . he shot a hole-in-one . . . Connie sank the ace on the 183-yard 15th hole at the Galloping Hill Golf Course in Union . . . he's been a golfer about ten years . . . Transportation's *Al Pecklers* was in Coll's foursome.

* * *

Heads Heart Fund Campaign

Raymond N. Bostock, Vice President-Operations, has been appointed General Chairman for the 1963 Heart Fund Campaign in New Jersey's Essex County.

* * *

Named To Planning Board

New Jersey Local Bottle Salesman *Joseph Pulaski* has been named to a three-year term on the Bayonne Planning Board . . . appointment was made by Mayor Francis G. Fitzpatrick.

* * *

Nine Retire

Three Quarter-Century Club members, Brewing's *Erich W. Hochstein*, and Delivery's *James J. Pinkman* and *Robert Pierson*, were among nine Ballantine employees who retired at the end of last month . . . the other six retirees are Brewing's *James H. O'Kane, George H. Filliger, James Disposto*, and Charles F. Podlas, Delivery's *William C. Boub* and Bottling's *Carl Stampfl* . . . Our best wishes for a happy retirement go to all.

* * *

Mitch Honored

Mitch Miller, host of Ballantine's "Sing Along With Mitch" television show, has been honored by the National Association of Colored Women's Clubs, Inc., in recognition of the democratic principles he embodies on his television program . . . Mitch traveled to Washington, D. C. to receive the award, which commended the bearded maestro, his associates and Ballantine, for the quiet and dignified manner in which talented singer Leslie Uggams has been made an integral part of the TV series.

* * *

Aid Students Again

A group of brewers and pipe shop men, headed by *Charlie Pallante*, presented a new American flag to St. Aloysius School, located across the street from the Brownstone building . . . the new flag replaces one the men gave the school, along with a new flagpole, last year . . . the Ballantine group also presented candy to the students.

* * *

Still Available

The change to cooler weather will not affect the availability of portable draught dispensing equipment for employee use . . . the units have been borrowed consistently throughout the summer months by a great number of employees who held back-yard parties and barbecues, but since it is just as great for the indoor house parties you will be holding, our Special Sales Division will be glad to lend you a unit whenever you want it . . . Just call *Betty Kishbaugh* on extension 581 to make your reservation.

Rave Reviews For New Show



Edmundo Ros, host of Ballantine's new TV show, "Broadway Goes Latin", with Margie Ravel, a member of the cast. The half-hour program is seen Mondays at 10:30 p.m. on Channel 11.

Ballantine's new television show, "Broadway Goes Latin," received rave reviews from the critics after its opening on September 10. The show runs for a half-hour on Monday nights from 10:30 to 11:00 on WPIX, Channel 11. It features Broadway hit tunes played in a variety of Latin melodies.

The New York Daily News' Kay Gardella said in part, "Songs from 'Sound of Music' and 'My Fair Lady' in the hands of maestro Edmundo Ros, had a whole new look with a Latin tempo beat. Backed by a sizable group of singers, dancers and musicians, including a very talented dark-haired beauty, Chi Chi Navarro, the Ros outfit came through with a solid musical sound that would be hard to beat anywhere on TV today."

Jack O'Brian of the New York Journal American commented, "A very good TV variety . . . frisky, bright, well-produced. Fresh and exemplary half-hour . . ." Other reviewers were just as free with their praise.

In The Family

Married. James P. Fitzpatrick, Engineering, to Judith Shaw in South Orange.

* * *

Married. Raymond D. Hedin, Merchandising Representative, to June Ann Christofer in Fairview, N.J.

* * *

Married. Kenneth Blair, N.Y.C. Bottle Sales, to Claire Murcheck in Bellaire, Queens, N.Y.

* * *

Married. Catherine M. Creedon, Credit, to Frank Gass in Newark.

* * *

Married. Annette Marie Murray, Accounting, to Richard Oliver Scott in Jersey City.

* * *

Born. A daughter, Debra Sue, to Mr. and Mrs. Edward Ramm in Long Island Jewish Hospital. Debra Sue weighed seven pounds, 12 ounces. She joins a sister in the Ramm household. Dad works in Advertising.

* * *

Born. A son, Thomas Anthony, to Mr. and Mrs. Chester Jackowski. Thomas Anthony weighed six pounds, eight ounces. The Jackowskis are the parents of two other children. Dad works at the Red Bank Branch.

* * *

Born. A daughter, Patricia Ann, to Mr. and Mrs. Joseph Lytle in Clara Maass Hospital, Belleville. Patricia Ann weighed seven pounds 15 ounces. She joins a sister in the Lytle household. Dad works in the Garage.

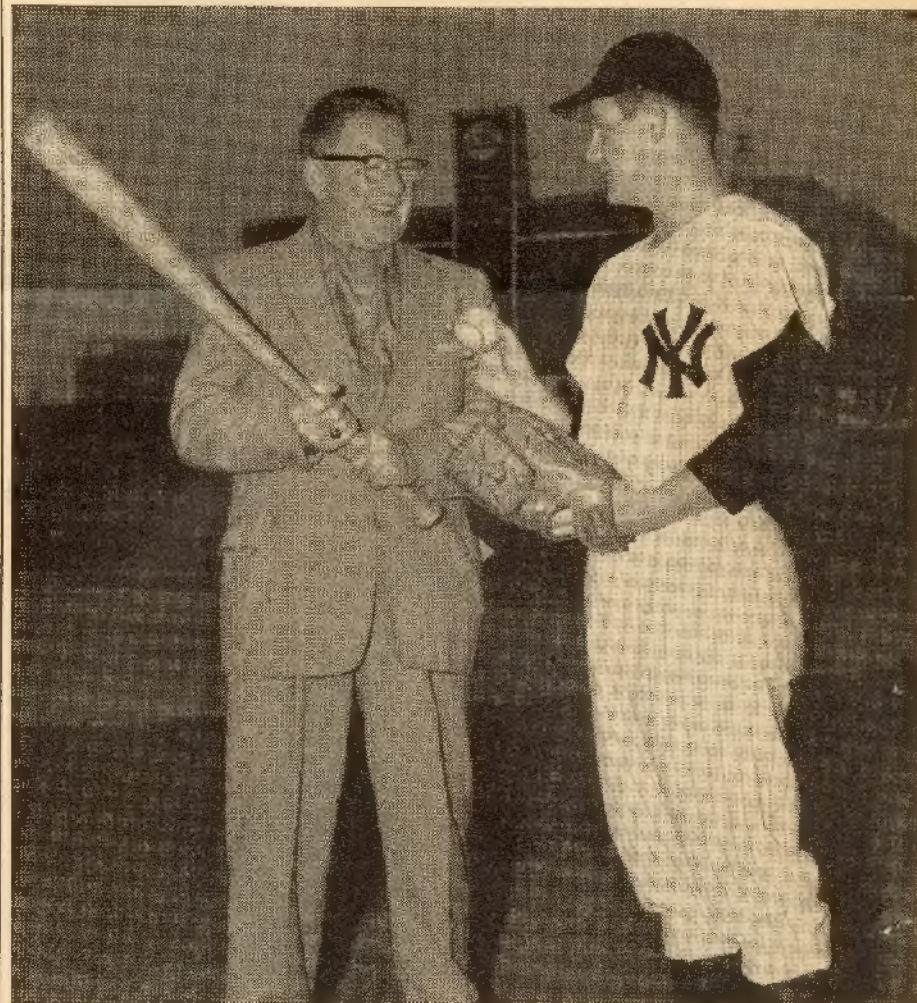
* * *

Born. A son, Joseph Patrick, Jr. to Mr. and Mrs. Joseph Patrick Walsh in East Orange General Hospital. Joseph, Jr. weighed nine pounds, twelve and a half ounces. He joins two sisters and a brother in the Walsh household. Dad works in the Technical Department.

* * *

Born. A daughter, Nancy Joan, to Mr. and Mrs. Donald Timpert in Muhlenberg Hospital, Plainfield. Nancy Joan weighed seven pounds,

Going To Bat For Each Other



Tom Cullen, who has learned quite a bit about long drives in his years behind the wheel of a Ballantine truck, gets pitch on baseball from son John, a hurler who joined Yankees after stint with farm club.

six ounces. She joins a sister and two brothers in the Timpert household. Dad works in the Purchasing Department.

* * *

Born. A son, Craig Allen, to Mr. and Mrs. Larry Szeliga in River-view Hospital, Red Bank. Craig weighed eight pounds, three ounces. He joins a brother in the Szeliga household. Dad works in the Purchasing Department.

* * *

Born. A son, Christian Frederick, to Mr. and Mrs. Frederick C. Warren in Presbyterian Hospital, Newark. Christian Frederick joins two sisters in the Warren household. Dad works in the Garage.

* * *

Born. A son, Gordon T., Jr., to

Mr. and Mrs. Gordon T. White in Mercy Hospital, Baltimore. The new arrival weighed eight pounds, five ounces. Dad works at the Baltimore Branch.

* * *

Born. A son, Peter, to Mr. and Mrs. Rocco A. Doio in New York Hospital, N. Y. Peter weighed 10 pounds, six ounces. He joins three brothers and a sister in the Doio household. Dad works in New York City Bottle Sales.

* * *

Born. A daughter, Sheila Mary, to Mr. and Mrs. Robert Gladney in Memorial Hospital, Meriden, Conn. Sheila Mary weighed six pounds, 14 ounces. She joins a sister and three brothers in the Gladney household. Dad works at the Hamden, Conn. Branch.

Another Drive Starts

Ballantine employees have established one of the best records in the Newark area for generous response to the annual plea for funds to aid the sick, the poor, and those in need of special services.

This week another campaign opened at the brewery and employees are being asked once again to continue their charitable activities.

Men, women and children of all ages are assisted by the 73 health and welfare agencies which benefit from the Three-Ring drive.

Helping those less fortunate is a community responsibility we all share. Proudly, the Ballantine force has carried its part of the burden year after year. Let's do it again!

Service Pins To 51

A total of 51 service pins were awarded in September. The recipients were:

20 Years

James W. Bell, Warehousing; Dudley H. Bishop, Warehousing; George A. Blakitis, Warehousing; Bernard Buckworth, Purchasing; Walter F. Carroll, Warehousing; John B. Casey, Garage; Nicholas Durso, Warehousing; Louis Gintella, Delivery; John H. Grandy, Delivery; Philip W. Martin, Wethersfield Branch; John I. Sherman, Delivery.

15 Years

John C. Ahlers, Warehousing; John D. Clarke, Engineering; John F. Deegan, Warehousing; Prisco J. Farina, Warehousing; Harry T. Kassinger, Market Research; Kermit King, Delivery; William Levant, Warehousing; George J. Levin, Delivery; Martin T. Margalus, Bottling; Anthony Muccia, Bottling; William R. O'Brien, Delivery; Joseph Quaglietta, Warehousing; Frank D. Raphaelian, Engineering; Lawrence F. Roche, Jr., Purchasing; Harry

Wanhouse, Jr., Warehousing; Donald N. West, Delivery; Harold E. Wilson, Delivery; Arthur D. Zayat, N.Y.C. Sales.

10 Years

Robert M. Berry, Engineering; Louis D. Calandra, Sales; Peter M. Danzi, Bottling; Edward R. Guenther, Delivery; Ernest F. Hellinger, Engineering; Chester W. Johnstone, Advertising; Charles McEwen, Engineering; James T. Monahan, Warehousing; George B. Myer, Engineering; Walter F. Podgorski, Engineering; Joseph Sanchez, Jr., N.Y.C. Sales; Harry Simpkin, Red Bank Branch; John L. Sumner, Production, Planning and Control; Mildred Thuro, Brewing.

5 Years

Charles Ball, Bottling; Ann Marie Diahian, Credit; Agnes T. Dunn, Industrial Relations; Caroline P. Eggers, Accounting; Stanley J. Marshall, Warehousing; Joseph D. Russo, Wethersfield Branch; Garfield Thomas, Tillson Branch; Robert Wujciak, Delivery.

INDUSTRY NEWS

Finished Tenth

The United States finished tenth in per capita consumption of malt beverages in 1961 according to the latest edition of the Brewers Almanac published by the United States Brewers Association.

The Almanac points out that the U. S. with a 15.0 gallons per capita mark, was outranked by Belgium with 34.3 gallons and Luxembourg with 34.1, as well as Australia, West Germany, New Zealand, United Kingdom, Austria, Denmark and Canada.

In total consumption the U. S. with 89,000,000 barrels was far in the lead, with West Germany next at 48,686,000.

* * *

Still Trying

Under the heading "Prohibition Again?", the Newark Evening News ran this recent item:

"Miami Beach, Fla. (AP)—'A lot of people call us little old ladies in witches' hats—but we've stuck to our guns over the years.' That's what the president of the Women's Christian Temperance Union, Mrs. Fred A. Tooze, said before the organization's 88th annual convention started today. She predicted that prohibition would return within 10 years. 'The liquor industry is worried about us,' she said."

* * *

Historical Note

A recent Modern Brewery Age newspaper carried this bit of historical information:

"The first professionally brewed beer in America was made in 1640 by Governor Wilhelm Kieft, third governor of New Netherlands (now known affectionately as New York.) The good governor had a private brewery on his Staten Island estate and his brewmaster was paid the royal sum of \$10 a month. Rules and regulations said that 'tapping of beer during Divine Services, and after one o'clock at night' was forbidden."

* * *

Drewrys Acquires Piel's

Announcement has been made of the formation of a New York corporation which will take over the assets of Piel Bros. under the name Piel Bros., Inc. The new organization will become a wholly-owned subsidiary of Drewrys Limited, U.S.A. Inc. Piel's, one of Ballantine's Eastern competitors, was established in 1883.

Close To Home

It is with sincere regret we report the death of James P. Begley, Pensioner. Mr. Begley started his Ballantine career in February, 1934 and retired in November, 1949. He had been a yardman. Mr. Begley lived at 904 Clayton Avenue, Point Pleasant.

Fund Campaign Seeks To Raise \$48,000

The annual Three-Ring Charities fund drive was opened at the brewery this week with a goal of \$48,000.

The drive, affiliated with the United Appeals Campaign of Newark, Irvington, Belleville and West Hudson, aids 73 health and welfare agencies.

Rudy Munz of the Personnel Division is again general chairman of the Ballantine appeal. Munz said this week that the agencies helped by the Three-Ring drive "need our

assistance more than ever." He added:

"We hope employees will seriously consider increasing their donation to the appeal. Every bit will help."

The Ballantine working force has established enviable records in past campaigns. In the last ten drives they topped the previous year's record for generous giving. United Appeals has recognized these achievements on a number of occasions with plaque awards.



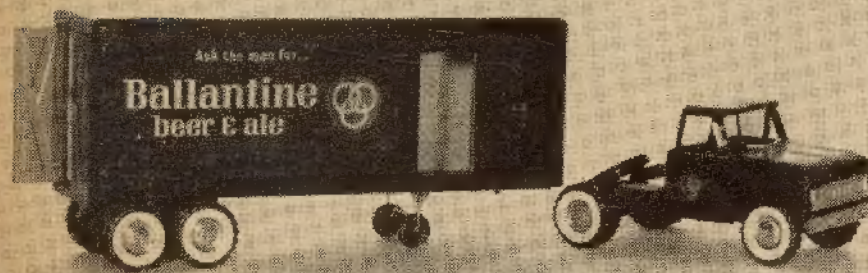
New York Football Giants great Alex Webster presents his own pledge card to C. Malcolm Davis, left, general chairman of the United Appeals campaign for Newark, Belleville, Irvington and West Hudson. Howard E. Grigg, Ballantine's Director of Industrial Relations, looks on. Scene took place in Ballantine cafeteria at kick-off dinner for Industry-Labor Division of U-A drive. Webster was the guest speaker.

SAFETY TIP



TWIST OF FATE — Our cartoon character got the correct lifting procedures he was taught all twisted. The resulting wrench in his back will remind him not to do it again. Lift correctly and you'll avoid the kind of accidents that'll land you on your back.

Toy Truck On Sale



A toy Ballantine trailer-truck, perfect for kids of all ages, is being offered for sale by the employee Three-Ring Shop at the special cost price of \$4.25.

The toy vehicles will not be available for two weeks but employees can reserve one now by calling Mr. Julius Jacobson on extension 645. There will be only a limited number for sale, therefore it will be first come-first served.

The toy measures 25 and three-quarter inches long and eight and three-quarter inches high. It is

painted in authentic Ballantine colors and is built of heavy gauge steel, with rolled edges and no sharp surfaces. It has adjustable dolly wheels and floating tandem dual rear wheels. The side and rear doors open. Great for birthday or Christmas gifts.

The shop is open Thursdays from 11:30 a.m. to 3 p.m.; Fridays from 1:30 to 4:30 p.m. and the second Wednesday of each month from 6:30 a.m. to 10 a.m. Branch and other Ballantine field personnel may order theirs by mailing checks to Mr. Jacobson.



High Games Feature Early Bowling Action



WHIZ KIDS — The Whiz Kids team, leader in the Extra Fine Division. Standing from left are Ed Lesho, Charles Diaz and Ed Kersting. Seated are Charles Shomo and Bob Kopec. Steve Bochkay and Bill Shiel were not present when photo was taken.

The scramble for top positions is under way in the seven men's bowling league divisions, but at this early date, standings don't mean too much.

Individual high games are another story. Marks have already been set in virtually every division which will give the rest of the boys something to shoot at for weeks to come.

In the Body Division Marty Gill has already registered a 268 score to lead the division and the entire league in the high game department. At this writing the other division

leaders are: John Pakasinski in the Purity Division with a 238; Casimir Kozak in the Handy Division with a 237; Arthur Hoffman in the Ale Division with a 236; Al Hoch in the Flavor Division with a 233; Kenneth Kennedy in the Three-Ring Division with a 224 and Walter Dotegowski in the Extra Fine Division with a 219.

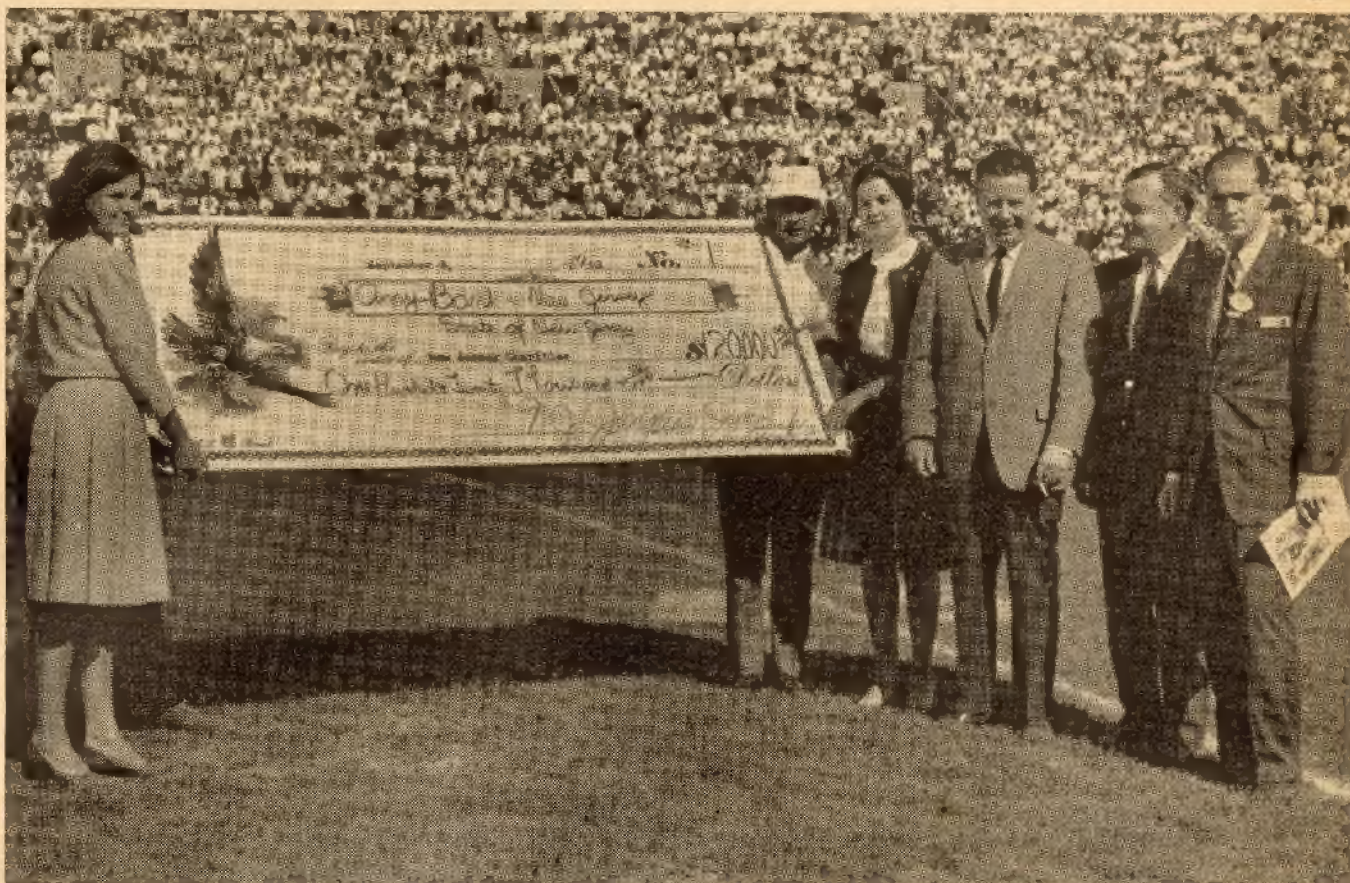
In the high team series and high team game categories, the honors presently rest with the Brewers team in the Body Division with a three-game 2899 total and a single game of 1030.

NEW ENTRY IN GIRLS' LEAGUE



BELLES — This is the Brewery Belles team, a new entry in the Girls' Bowling League. From left are Vera La Monica, Nancy Reynolds, Elaine Sexton, Judy Farrow and Maureen O'Regan. Miss Sexton is captain.

Jaycee Football Classic Big Winner For Charity



Symbolic check for \$120,000, made out to New Jersey charities, featured half-time ceremonies at Jaycee Football Classic. At right are Governor Richard J. Hughes, Ballantine Vice President John E. Farrell and Jaycee President Jerry Burke. The young ladies are the daughters of Ballantine Public Relations Manager John C. Scully.

Several bus-loads of Ballantine employees were on hand to see the New York Giants beat the Philadelphia Eagles in the Jaycee Football Classic exhibition tilt in Princeton's Palmer Stadium early last month. The big winner, however, was not the Giants but charity.

More than \$120,000 was raised for a number of charitable organizations thanks to a near capacity crowd of 45,000 persons who paid admission to the game. It was very satisfactory from Ballantine's viewpoint, too, because the brewery cooperated with the N. J. Jaycees in promoting the game. The Ballantine cooperation was publicly recognized by the Jaycees in loudspeaker announcements which drew loud applause while the game was in progress. The brewery did not share in gate receipts in any way.

The employees who traveled to

the game in buses made good use of song sheets and enjoyed Ballantine Ale and Beer going to and from the game.

The game held more than usual

interest for the Ballantine group because Three-Ring brews are sponsoring the broadcasts of both the Giants and Eagles during the regular season schedule now in progress.

Two Trophies For Softball Team

The Ballantine softball team was given two trophies at the Industrial Softball League award dinner late last month for winning the regular season league title and the post-season playoffs championship.

Individual trophies were presented to team members by Joseph Pucillo, Executive Director of the Ironbound Red Shield Boys' Club.

Organized in 1936, the softball adult league has been promoted annually since then by the Boys' Club as part of its recreational program for industrial workers. Teams competing in the 1962 season included Eastern Airlines, Wilbur B. Driver, Wallace and Tiernan, Rubberset Company, Sun Oil Company, Sleepmaster Products and Pittsburgh Plate Glass.

The Ballantine team took part in the Eastern States Industrial Tournament held in Pennsylvania last month and was eliminated in the first round.



GIANTS WON — Action during the Jaycee Football Classic in which the New York Giants defeated the Philadelphia Eagles, 27-10.

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Plant and Branch Reporters

Bottle House, Plant 1, John Tallman; Brewery, Plant 1, Rosey Rosamilia; Brewery and Bottle House, Plant 2, Henry Weber; Credit, Ruth Brennan; Engineering, Jane Brozowski; Sales Promotion, Helen Miller; N. J. Bottle Sales, John Lapp; N. J. Draught Sales, Andy O'Brien; New York Office, Lucy Gruebler; Payroll-Accounting, Fred Wilhelm; Personnel, Millie D'Alessandro; Production Office, Dorothy Reilly; Route Drivers, Artie Buehrer; Sales, Kay Reilly Huff; Sports, Rosey Rosamilia and Mike Kiselyk; General Transportation Office, Frank Winnicki; Warehouse, Al Platz; Albany, Bill Peterson; Baltimore, Tom Anderson; Cranston, Mary R. Mullen; Fairfield, May MacNamara; Hamden, Nancy O'Day; Red Bank, Peggy Lund; Tillson, Elaine F. McCann; Washington, Irwin Lovitz; Wethersfield, Lenore Magnell.

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